

### ABSTRACT

There is provided a traffic sign apparatus that can improve the luminance of a sign surface which emits light by ultraviolet irradiation, and the uniformity ratio of illuminance, so as to enhance the visibility thereof in the nighttime. The traffic sign apparatus 10 includes a sign body 11 having the sign surface 14 which emits light by ultraviolet irradiation, and an irradiation device 12 for irradiating ultraviolet rays onto the sign surface 14. Assuming that the maximum incident angle of the ultraviolet rays be  $\theta_1$ , the ultraviolet rays being irradiated from the ultraviolet emission lamps 26 of the irradiation unit 12 onto the objective sign surfaces W1 and W2 on the sign surface 14 which is the irradiation object of the ultraviolet emission lamps 26; and that the minimum incident angle be  $\theta_2$ , the angle  $\theta_1$  is set to more than  $30^\circ$  and less than  $70^\circ$ ; and the angle  $\theta_2$  is set to more than  $5^\circ$  and less than  $30^\circ$ .